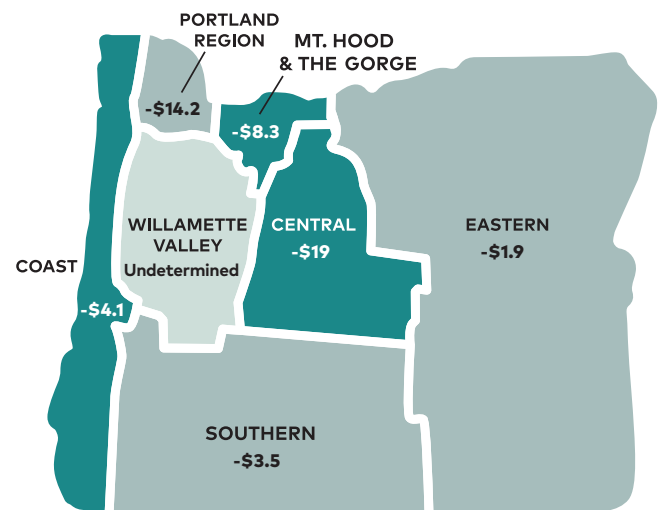
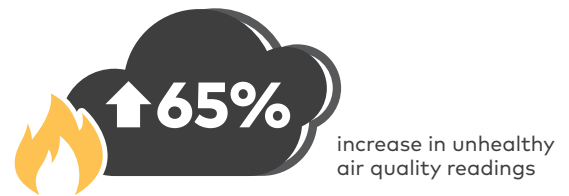


THE IMPACTS OF THE 2017 WILDFIRES ON OREGON'S TRAVEL AND TOURISM INDUSTRY

The wildfire season of 2017 burned 1.2 million acres and was notable for its effects on some of the state's most significant visitor destination areas. To serve the communities and businesses impacted by the fires, and to understand the economic consequences of these fires on the state's travel and tourism industry, Travel Oregon, worked with Dean Runyan Associates and Destination Analysts to conduct a study in March 2018.

Key takeaways from the report:

- Smoke from these fires was particularly widespread, causing 451 unique unhealthy air quality readings across the state, a 65% increase over the highest number of readings from 2000–2016
- An estimated \$51.1 million in lost revenue (visitor spending) during 2017
- Earnings for employees and working proprietors lost \$16 million in earnings, and \$368,000 and \$1.5 million in local and state tax receipts respectfully
- Impacts were felt most strongly by food and beverage service (\$13.9 million) lodging (\$13.5 million), followed by retail businesses (\$3.9 million)
- Businesses and Organizations reported that the most significant problems were: smoke (90 percent), customer perceptions regarding fire-related discomfort or danger (75 percent), road closures (60 percent), all of which lead to a decline in visitation and spending/revenue.
- Nearly half of the survey respondents believe the 2018 season may see a decline in visitation due to the possible perception that fire damage from 2017 has diminished their community's appeal to visitors.



Spending lost related to 2017 wildfire by tourism region (millions)



Report created by Dean Runyan Associates, Inc., and Destination Analysts, Inc. for the Oregon Tourism Commission (Travel Oregon).